

REMARKS

1. With regard to the objection to claims 7-9, the phrase "said bracket members" has been deleted and line 6 of claim 7 has been amended to recite "shaped brackets each formed as a channel member having a pair of spaced parallel walls and attachment means for securing said brackets together" to clarify the language thereof.

2-3. Claims 4, 7, 10, 15, 16 and 17 are not believed to be unpatentable over Cohen '785 in view of DeWitt '359.

Claim 4, as currently amended, has been amended in the next to last line to state the vertically disposed ribs are "disposed perpendicular to respective said horizontal wall portion" thereby distinguishing over Cohen wherein the "ribs" 40, 42 and 44 are disposed horizontally. Applicant does not agree with the Examiner's contention that 40, 42, 44 are even "ribs". The Cohen application describes 40, 42, 44 as "stepped surfaces" (paragraph 0032) and are not believed to be "ribs" as disclosed in the present application.

Claim 7, as currently amended, recites "brackets each formed as a channel member having a pair of spaced parallel walls", thus clearly distinguishing over Cohen which discloses no such structure.

Claim 10, as currently amended, recites "a vertical wall portion with an outside planar vertical surface" and "a base member being removably mountable to one said horizontal wall portion of one said bracket", clearly distinguishing applicant's structure over Cohen which discloses no such structure.

Claim 13 has been amended to clarify the language thereof.

Claim 15, as currently amended, recites "a plurality of elongate ribs disposed perpendicular to said horizontal wall portion", thereby clearly distinguishing over the Cohen reference. Claim 16, depends on claim 10 (currently amended) and claim 17 depends on claim 16 and are patentable over Cohen for the same reasons advanced with respect to claim 10 and by the limitations set forth therein.

4. With regard to the DeWitt '359 reference, applicant submits that sign rotation is accomplished via a bore 26 that passes entirely through right portion 12, which would prevent adjustment of Cohen's brackets if Cohen were so reconstructed. Such a structure is not taught by Cohen and does not need to rotate any member or attachment. In addition, neither Cohen nor DeWitt discloses a base member as recited in claim 10. Accordingly,

applicant believes it is inappropriate to combine the cited references since it is contraindicated by Cohen.

5. The allowability of the subject matter of Claims 5, 6, 8, 9, and 11-14 is acknowledged.

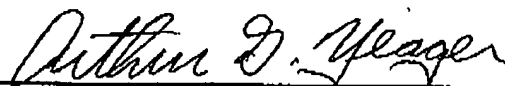
6. The allowance of Claim 18 is acknowledged.

7-11. Applicant believes that the "Response to Arguments" has been addressed hereinabove in paragraphs 2-4.

Applicant's undersigned attorney has just noticed that the Office Action Summary on page 2 states that "This action is non-final". Page 5 states "This Action is made Final". Accordingly, it is believed that the Examiner should enter this Amendment and should give it more than the customary review normally provided to after final amendments.

A telephone interview is respectfully requested to resolve any remaining issue.

Respectfully submitted,


Arthur G. Yeager, Reg. No. 19,892

245-1 East Adams Street
Jacksonville, FL 32202-3365
Tel: (904) 355-9631
Fax: (904) 355-9632

Date: 05-15-2006